

# International Semester

## Course Offer in English and descriptions

Fall 2024 / 02.09.-23.12.2024

All courses are subject to change.

Update: October 2023

Available Modules in English		
01	<b>Academic Writing &amp; Presentation Skills:</b> Academic Writing Presentation and Communication Skills	5 ECTS
02	<b>Business Culture in Germany and Europe:</b> Cultural Aspects for Business in Germany and Europe	5 ECTS
03	<b>Current Topics:</b> e.g. Sustainability and Environment, New Technologies & Trends, Culture & Society, Cultural Awareness, Corporate Social Responsibility	5 ECTS
04	<b>Strategic Management:</b> Principles of Strategic Management Strategic Management with Game Theory	5 ECTS
05	<b>International Topics of Social Work</b> (Lecture Series)	5 ECTS
06	<b>Applied Management:</b> Leadership Change Management Principles of Marketing and Consumer Behavior	5 ECTS
07	<b>Financial Management</b> <b>Money, Currency, Monetary Policy</b>	5 ECTS
08	<b>Intercultural Management I: *</b> Principles of Intercultural Management Intercultural Communication	5 ECTS
09	<b>Business Ethics and Corporate Governance:</b> Business Ethics, Introduction to Corporate Governance	5 ECTS
10	<b>International Business and its Environment: *</b> Principles of International Business and its Environment Globalization and International Trade	5 ECTS
16	<b>Principles of Business Administration</b>	5 ECTS
17	<b>Applied Intercultural Management</b>	3 ECTS
Additional Modules in German		
11	<b>Business Management, Organization and Communication /</b> Management, Organisation und Kommunikation in Unternehmen	5 ECTS
12	<b>Principles of Management and Marketing / *</b> Grundlagen Betriebswirtschaftslehre und Marketing	5 ECTS
13	<b>Principles of Management and Banking / *</b> Grundlagen der Bankwirtschaft	5 ECTS
Language Courses		
14a	German Language basic	3 ECTS
14b	German Language advanced	3 ECTS
15	Business English *	2 ECTS

\* Subject to timetable restrictions.

## Module descriptions

### 01 Academic Writing, Presentation and Communication Skills

Writing for academic purposes can be learned and continually improved over time. Development of strong skills will result in more effective writing that is enjoyable for both writer and reader.

This course is designed to introduce some key building blocks of writing in English for undergraduate academic purposes. Guidelines, writing practice and feedback will strengthen both confidence and skills for more effective essay writing. Presentation skills will also be highlighted. Students will have practice presenting to a group and receiving feedback for reflection and improvement.

### 02 Business Culture in Germany and Europe: Cultural Aspects for Business in Germany and Europe

#### Cultural Aspects for Business in Germany and Europe:

Raising awareness for Developing Intercultural Competence. Communicating across cultures requires the development of a good understanding of the role of culture in business. Developing Intercultural Competence through:

- exploring and understanding your own culture
- learning about cultural concepts and understanding of other cultures
- identifying cultural values and their impact on work practices
- exploring the business culture of Germany and other European countries

Intercultural Business Communication: Developing intercultural communication skills by exploring and analyzing some characteristics of Business Culture in Germany and other European countries

- Social and business etiquette
- Business communication
- Management styles & decision making
- Marketing principles
- Meetings and Negotiations
- Presentations
- Applying for a job/ Setting up a business in Germany

#### Further topics:

Business Culture in Germany and Europe, Intercultural Communication, the European Union and globalization aspects, Economic situation in the EU, current topics

### 03 Current Topics:

**Sustainability and Environment, New Technologies & Trends, Culture & Society, Cultural Awareness, Corporate Social Responsibility**

This module comprises a lecture series on current topics in business, technology and society.

#### Planned topics include:

##### Introduction to Energy Efficiency

Course Topics

- Introduction to energy efficiency and Energy concepts
- Overall energy efficiency
- Energy labeling
- Basic components of a refrigeration system and its applications
- Energy Efficiency in Building Sector-1
- Energy Efficiency in Building Sector-2
- Energy Efficiency in Commercial Sector

##### Corporate Social Responsibility

The course on Corporate Social Responsibility consists of the latest emerging subtopics such as ESG Goals, UN Goals on Sustainability, main concepts of Corporate Social Responsibility such as Carol's model, stakeholder model and the Triple Bottom Line model of CSR. The students will get acquainted with interesting case studies from the area of best practices of Corporate Social Responsibility from multinational firms.

### **Personal Career Strategy**

According to findings from the GALLUP institute, the vast majority of the global workforce is far away from being highly motivated and from developing its full potential. The economic damage to businesses and the impact on personal biographies is devastating. Organizations and individuals can change that by being proactive about personal career development. The course "Personal Career Strategy" is designed to motivate students to look to the future with the confidence to take on the challenge of developing an individual career strategy. Participants familiarize themselves with tools enabling them to recognize individual strengths and opportunities and to achieve personal goals. They learn, among other things, how to enrich their individual career with a meaningful purpose, promising a high level of satisfaction.

## **04 Strategic Management: International Strategy, Strategic Management with Game Theory**

### **Strategy Essentials**

Strategy making is considered to be an exceptional challenge for management. The course "Strategic Management" is designed to develop a clear understanding of key strategic issues and decisions that are crucial to managers operating in international environments. The aim of the course is to combine important approaches of different schools. Students will develop an understanding of strategic management that goes beyond the limitations of individual schools. The ultimate goal is to identify success factors that are substantial to an organization in order to perform well in the long term. The complexity of the content will vary in accordance with the size of the company, the products, and the markets in which the companies are operating.

In this strategy essentials course students will:

- » learn what strategic management in corporations means
- » study, learn and apply meaningful approaches
- » begin to recognize strategic correlations in decision-making processes
- » develop an understanding of the relevance of sustainability in the field of strategic management
- » get familiar with Business Model Canvas

### **Strategic Management with Game Theory**

In this course, students will acquire knowledge about the principles of game theory and strategic decisions. Game theory is the study of mathematical models of strategic interaction among rational decision-makers. Topics of this lecture are static and dynamic games between two persons, teams or companies. There are wide applications in the field of economics, marketing, logistics, production and all competitive situations.

## **05 International Topics of Social Work: German Foreign Policy and Its Role in International Social Work**

Cold War and the inner German division historically determine the foreign policy of the Federal Republic of Germany. From 1949 to 1990, West Germany's foreign and security policy was defined by an attempt to integrate Germany into the Western economic and security structure as well as to find a way to end German division. After the Cold War and German reunification, it took some time for the country to define its foreign policy. However, there have always been certain aspects, which have been part of the foundation in which ways Germany wants to pursue its international interests: peacekeeping, human rights, international development, foreign trade, NATO and EU membership.

Germany has always been keen to strengthen its soft power as much as its more basic power needs. Therefore, it is not surprising that Germany also plays a bigger role in International Social Work, as part of its European politics as much as in its development aid in the so-called Third World. There are numerous areas, which can be explored in order to understand Germany's role in this field of political activity and connect such findings Berlin's more general foreign policy.

In the first part, the seminar will deal with questions and topics concerning the historical and current development of German foreign policy from a general perspective. This should help to lay the foundation to

understand how Germany approaches its interactions with foreign countries. The second part deals with International Social Work in a more general context, helping us to understand the theoretical and practical basics of the field. Moreover, it gives us an idea what role Social Work can play in the context of foreign affairs. The last part is about connecting German International Social Work with German foreign policy. This way, we enhance our understanding of Germany's actions as well as its perspective in International Politics and International Social Work.

## **06 Applied Management: Leadership, Change Management, Marketing**

### **Leadership**

This course will provide an overview of theoretical concepts of leadership in organizations, application of theory, and best practice. Therefore, the course will utilize a variety of learning opportunities, including lecture, discussion, individual and group exercise, case study analysis, student research and presentations, and role play.

Students will achieve the following:

- Understand key leadership concepts, models and perspectives and how they are applied within a variety of contexts.
- Develop a more complete and holistic theoretical leadership framework.
- Examine leadership practices in various work environments.
- Discuss indicators of leadership success and evaluate leadership effectiveness within different situations.
- Assess the relation between leadership and relevant factors such as power, trust or company culture.
- Recognize skills and measures involved in leading others.
- Develop a toolbox of skills for increasing employee motivation and performance.
- Develop personal understanding and self-awareness of their leadership behaviour, and how to develop new skills and techniques to support effective leadership.
- Acquire critical thinking regarding various leadership approaches.

### **Change Management**

The objective of this course is that students acquire knowledge in all aspects of the Change Management process. Students will learn to

- identify the main players in all phases of a change process,
- identify resistance and obstacles in a change process,
- communicate in a goal-oriented way
- use different source of power
- identify and develop appropriate tools of change management

### **Principles of Marketing and Consumer Behavior**

This course provides students with an introduction to marketing essentials e.g. marketing planning process, overview of marketing strategies and marketing mix. It concentrates on Consumer Behavior to explore why and how both private consumers as well as organizational buyers make purchasing decisions. The course comprises psychological, sociological as well as economic theories and models. Students will learn about different needs and motives, psychological phenomena and economic principles and how they can be applied in contemporary marketing.

## 07 Financial Management

### Financial Management:

#### PART A – An Introduction to Financial Accounting

- The Role of Accounting Information
- Financial Statements
- Ratio Analysis

#### PART B – Financial Management

- Financing Decisions
- Time Value of Money
- Investment Appraisal Techniques (Accounting Ratio, Payback, NPV,IRR)
- The Risk Factor
- Investment Decisions Under Inflation
- Cost of Capital:
  - Cost of equity capital
  - Cost of Preference Capital
  - Cost of Debt Capital
  - Weighted Average Cost of Capital
- Capital Structure:
  - Shareholders' risk
  - Bondholders' risk
  - Operating Leverage
  - Financial Leverage
- Dividend Policy
- Case Studies

### Money, Currency, Monetary Policy:

Basics of money and currency (what is money?)

Measuring prices in an economy and causes of inflation

Money demand and money supply

Monetary Policy

## 08 Intercultural Management I

### Principles of Intercultural Management:

The students deal with the influences of the increasing internationalization of business activities on different cultural levels. They get to know the key concepts for strengthening the perception of their social and cultural environment. As a basis for their orientation in the international environment, the students get to know the central concepts of culture and gain an overview of the possibilities and limitations of essential traditional and modern cultural theories. They learn the basics of acculturation theory and are able to assess the limitations and possibilities of different cultures or groups that collide with each other. They analyze the central variables influencing situations of intercultural communication and develop a fundamental understanding of cultural influences in interpersonal situations.

Topics include:

The multicultural society: effects of internationalization and immigration;

Cultural theory in transition: from anthropology to management theory;

traditional and modern approaches to cultural theory; ethnocentrism/ethno-relativism;

"The Perceptual Lens": self-image/foreign-image; stereotyping; diversity; social and cultural intelligence;

Acculturation theory; Intercultural communication.

### **Intercultural Communication**

The course will introduce intercultural communication so that students can acquire skills in identifying and working with situations that require cultural competence. Diverse communication situations will be practiced via role plays, readings and discussion thereby allowing students to develop intercultural awareness while expressing their views in English within multicultural groups. Focus on business related issues will provide students with experience and tools for managing cultural conflicts in their work life.

- introduction to the topic of culture
- activities for understanding and identifying cultural differences
- real life examples of cultural issues in business including areas such as:  
Norms in various countries, business and organizational culture (greetings, symbols, expectations), issues in HR, negotiation, meetings, marketing and advertising.

### **09 Business Ethics and Corporate Governance**

#### **Business Ethics**

Business is one of the ruling forces in the modern world. Whether one is an employer, an employee, a client, a customer, a consumer, a shareholder, a board member, or a community resident, good and bad business ethics have an impact on all lives. One way to learn about ethics is by discussing issues so that each individual can come to their own evaluation of ethical behavior.

This course will assist students in identifying their own ethical standpoint as well as help them analyze ethical issues in business. For this reason, the course format will involve lecture and group discussion based on readings and case studies. Team debating will help students to voice their opinions in a structured, supportive way.

#### **Corporate Governance**

The topics of Corporate Governance will include the definition of basic concepts, historical development of Corporate Governance- main milestones on how Corporate Governance was established and developed in Anglo-American, Saxon, Russian and Japanese types of systems. Students will learn about the role of institutional investors in corporate governance, the role of financial institutions in corporate governance as well as best practices on Corporate Governance from the financial sector. It will also include corporate social responsibility and corporate social performance.

### **10 International Business and its Environment:**

#### **Principles of International Business and its Environment**

The course will focus on the following topics:

- Perspectives of international trade
- (Counter)Tendencies of globalization
- Obstacles to trade
- Modes and phases of internationalization
- A framework of the international enterprise
- Challenges/Risks for international companies
- Specific factors and key indices to consider
- International Organisations
- Characterizing International corporations

#### **Globalization and International Trade**

This course will provide an introduction to International Economics, Financial Markets and Globalization topics, as well as the basics of International Trade, e.g.

- (1) The Foreign Exchange Market,
- (2) International Trade and
- (3) Pros and Cons of Globalization.

It will also give an introduction to analyze how financial markets (such as those for bonds, stocks, and other assets) and financial institutions (banks, central banks) work.

## **11 Business Management, Organization and Communication (in German)** **Management, Organisation und Kommunikation in Unternehmen:**

German language level of at least B1 is required.

Students consolidate, expand and apply their knowledge of business, especially with regard to entrepreneurship and organization. They also develop their thinking skills, and learn about different cultural perspectives. Topics include introduction to company organization and structures, management processes and communication.

Students will learn about the work environment in German companies and will get familiar with business situations: presentations, introduction, tasks, sales procedures – offers and orders, leading discussions and meetings. They will learn to be competent and confident users of German for professional purposes.

## **12 Principles of Management and Marketing (in German)** **Grundlagen Betriebswirtschaftslehre und Marketing:**

### **Principles of Management**

The course covers the following topics:

- The enterprise as an economic and social system
- Theoretical basic positions of business administration
- Models and methods of business administration
- Business environment: objectives and decisions
- Core functions of management: legal forms, rights of disposal and company constitution, concentration and cooperation
- Location decisions
- Overview of the dimensions of the value creation process

### **Principles of Marketing**

In the course Principles of Marketing students get to know the following topics:

- Basics, Objectives and Tasks of Marketing
- Approaches and recent developments in marketing
- Process of marketing planning
- Marketing strategies
- Tools of the marketing mix
- Marketing organization
- Identify, analyze and understand customer needs

Lectures for Principles of Management and Marketing are held in German in the Controlling and Consulting study program.

## **13 Principles of Management and Banking (in German)** **Grundlagen der Bankwirtschaft:**

In this course, students learn the basics of management functions and processes, including but not limited to the banking sector, e.g. structure, tasks and organization of financial institutions. Another topic includes the fundamentals of the financial markets. Lectures are held in German in the Management and Banking study program.

## **16 Principles of Business Administration**

The students learn to understand the basic interrelationships of business thinking and acting. Based on this, they will be able to describe and exemplify the essential constitutive decision fields and know the subtasks in the entrepreneurial decision cycle. To the same extent, students will be able to outline the basic steps of the economic performance process of a company.

Topics include:

- The enterprise as an economic and social system
- Scientific-theoretical basic positions of business administration
- Models and methods of business administration
- Business environment: goals and decisions
- Core functions of management: legal forms, rights of disposal and corporate constitution, concentration and cooperation
- Location decisions
- Overview of the dimensions of the value creation process

### **17 Applied Intercultural Management**

The cultural background of managers and the corporate culture represent a complex entity that has a profound influence on the prevailing management and leadership styles in the company. Building on the basic knowledge already gained, students acquire further knowledge of the complex interplay of cultural levels and their influence on corporate management and strategic orientation.

Prerequisites: Principle of Intercultural Management or similar knowledge

This list is updated on a regular basis. All courses are subject to change.

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